



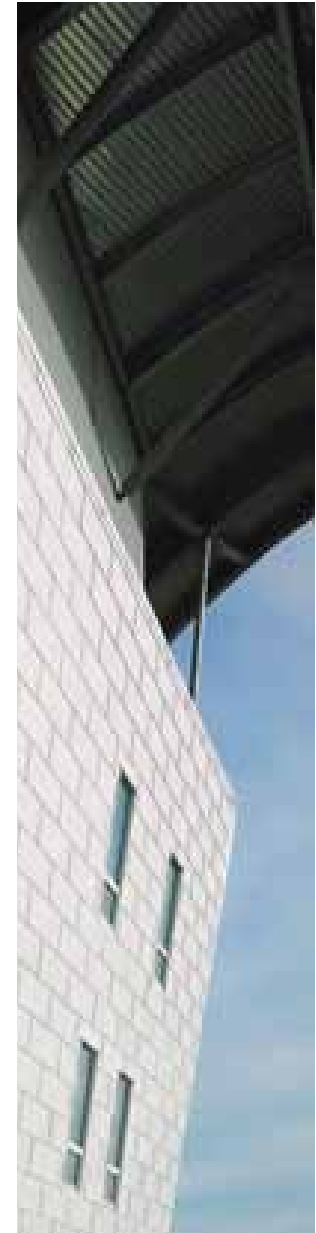
# Green Building Marketing to the Masses

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Shafraaz Kaba

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what  
drives  
us

outwardly:  
we are committed  
to creating better  
communities.



what  
we're  
known  
for

design excellence



what  
we're  
known  
for

sustainable design  
leadership



Water Centre, Calgary



Government of Canada,  
Yellowknife

what  
we're  
known  
for

an inclusionary process



Manasc Isaac  
workshops



# how we work



It's a TEAM effort!

Steering Committee / User Groups

Community Members

Architects

Civil, Structural, Mechanical, Electrical Engineers

Landscape Architects

Quantity Surveyors/ Estimators

Other Specialists

Builders, Project Managers, Major sub-trades, Field team

our  
work

Servus Credit Union



manasc isaac architects

our  
work

# Alberta Boiler Safety Association





our  
work

## Demmitt Cultural Centre



# our work



# challenges

\* greenwashing



# response: third party verification



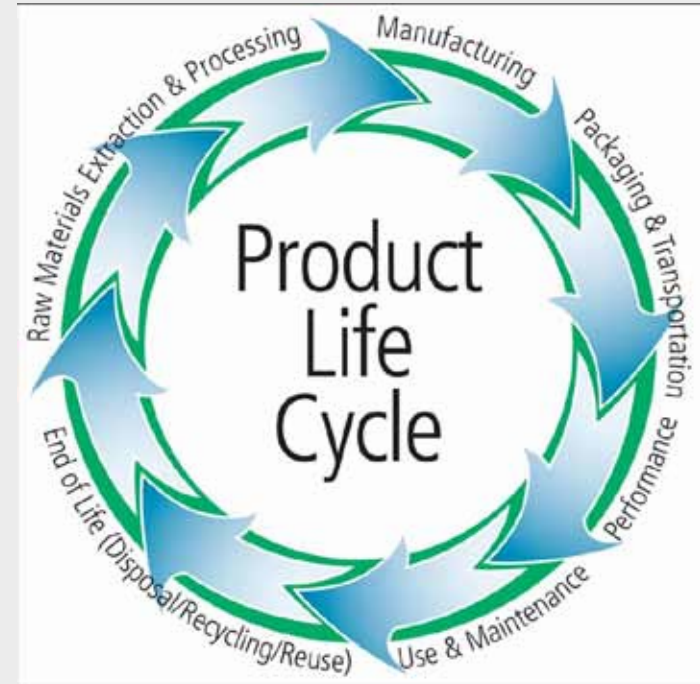
# challenges

\* perceived  
higher cost



# response:

- \* talk about life cycle costs
- \* carbon credits
- \* durability
- \* healthy/safe materials
- \* integration of many functions



# challenges

\* publicity/  
marketing



# opportunities:

- \* trade shows
- \* lunch & learns
- \* reaching the specifiers





# Chasing Net Zero



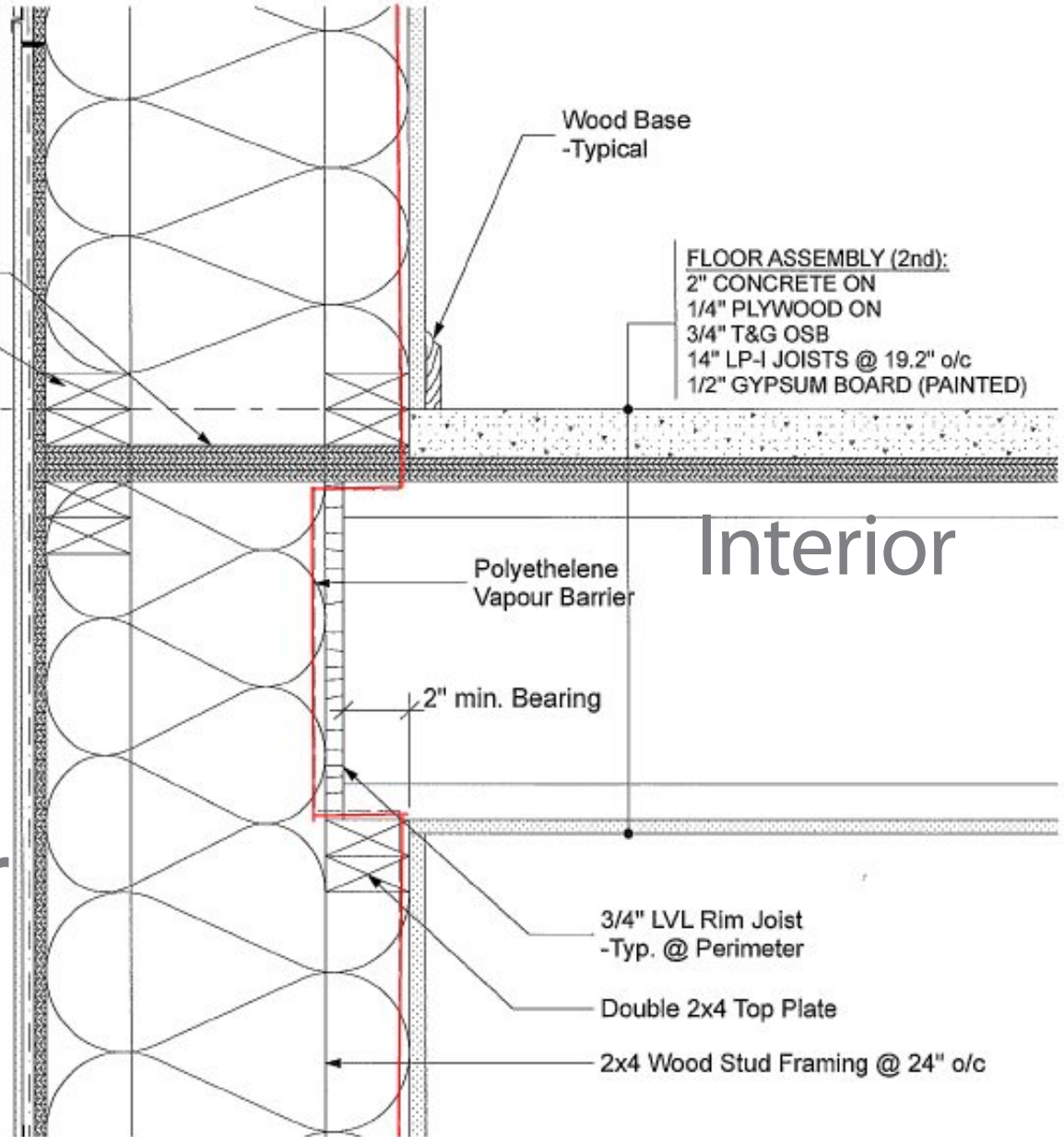


# Super Insulation

2-Ply 3/4" Plywood  
-Extend to face of Sheathing  
2- 2x4 Wood Sill Plate

Exterior

# Tight Vapour Barrier



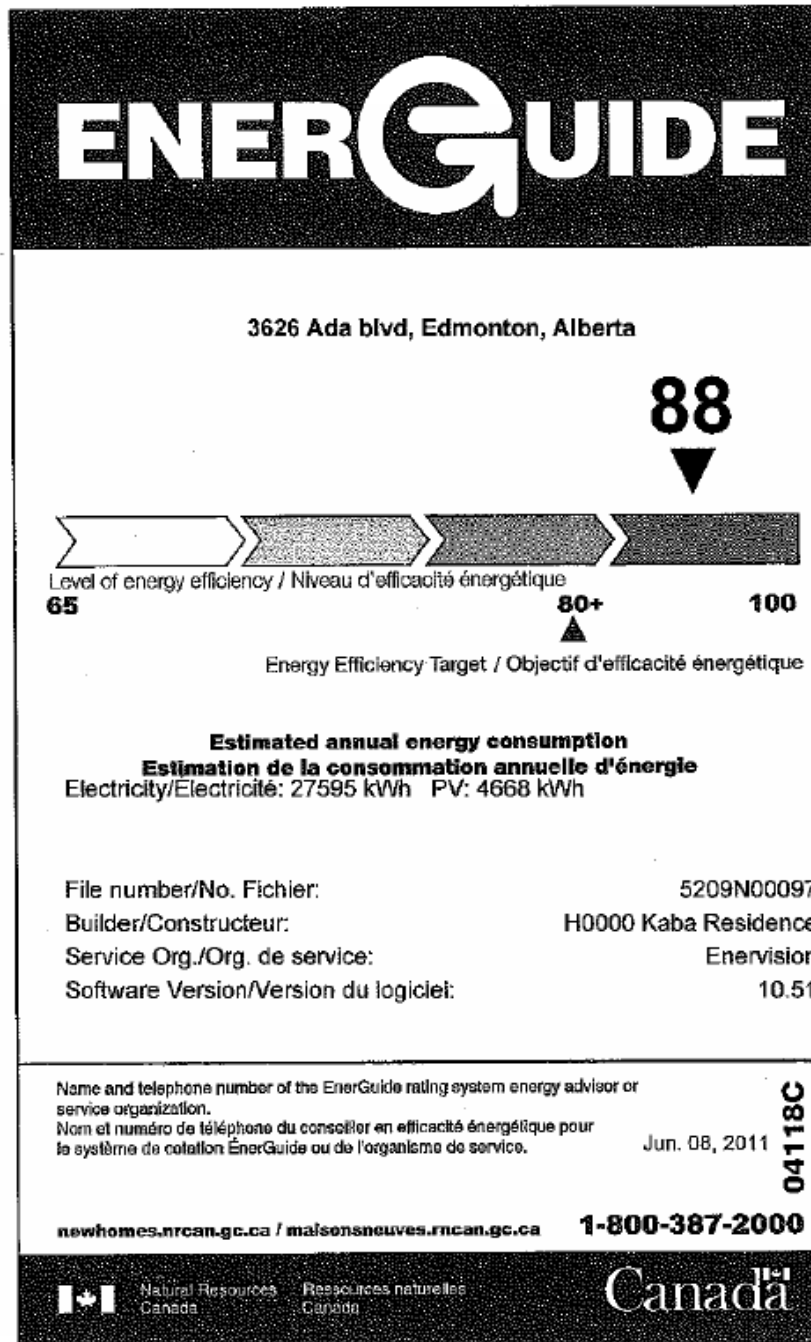
# Carbonized Wood



# Material Re-use



# EnerGuide label



**Your utilities bill**  
**Statement Date September 28, 2011**

Page 3 of 4

**KABA, SHAFRAAZ**  
 Your account number **10934883**  
 For service at **2 locations**

## Details of your new charges for

**3626 ADA BLVD NW**  
**EDMONTON AB**

Administration Charge	6.67
MicroGen Aug 19-Aug 31 246.55kWh @12.953¢	31.94 CR
MicroGen Sep 01-Sep 16 303.45kWh @8.256¢	25.05 CR
<b>Subtotal of Electric Energy Charges</b>	<b>\$20.89 CR</b>



### ELECTRICITY

Site: 30112662254 - RESIDENTIAL RRO  
 Billing period: Aug 19 to Sep 19, 2011  
 Meter Readings by EPCOR Dist. & Trans.

Meter: 7830900039

Reading on Sep 19 (Estimate)	288.81
Reading on Sep 16 (Actual)	263.00
Reading on Aug 18 (Start)	0.00
<b>Amount of electric energy you used</b>	<b>288.81 kWh</b>

### Electric Energy Charges

Provided by EPCOR Energy Alberta Inc.  
 New charges based on 288.81 kWh

Sep 1-Sep 19 169.91 kWh at 8.256¢ / kWh	\$14.03
Aug 19-Aug 31 118.90 kWh at 12.953¢ / kWh	15.40

### Delivery Charges

Provided by EPCOR Dist. & Trans. 1-780-412-4500  
 Consumption: 288.81 kWh  
 New Charges:

Distribution Charge	17.01
Transmission Charge	3.64
2011 Transmission Deferral Rider K	2.04
Balancing Pool Allocation Rider	0.60 CR
Local Access Fee	1.91
<b>Subtotal of Delivery Charges</b>	<b>\$24.00</b>

GST (reg. 898003504RT) at 5% on \$3.11 0.15  
**Your total electricity charges \$3.26**



**TOTAL NEW CHARGES FOR**  
**3626 ADA BLVD NW**

**\$3.26**



MANASC ISAAC



Thank you  
shafraaz kaba

manascisaac.com  
chasingnetzero.blogspot.com